

#### 5.8.5.1 Create and Implement an Education and Outreach Plan in Support of Interoperable Communications

##### NECP Alignment:

NECP Objective	NECP Initiative	NECP Milestone
1	1.3	2

**Gap Statement:** In a vast state with many remote areas and many critical public safety needs to address, it is difficult for all stakeholders to stay informed regarding critical public safety interoperable communications issues.

**Initiative Description:** The Education and Outreach Plan will describe the plan for encouraging collaboration and educating policy makers and practitioners on:

- Interoperability goals
- SCIP initiatives
- Best practices throughout Arizona.

The plan will also describe the roles, responsibilities and opportunities for involvement for the PSIC Office (See Section 5.3), the PSCC, regional partners and all federal, state, local, and tribal agencies in the implementation of the statewide plan.

**Priority:** Medium

**Term/Timeframe:** Short-term (2010)

**Lead/Owner:** PSIC Office

##### Primary Participants:

- Regional partners
- State agency users
- PSCC
- SIEC

##### Action Plan:

- 1) Problem/Needs Analysis
  - a. Define the statewide outreach needs and gaps that, when corrected, could further the cohesiveness and effectiveness of interoperable communications in Arizona
  - b. Identify possible solutions.
- 2) Stakeholder Input
  - a. Define a scope for each subordinate approach/solution
  - b. Provide needs statements and inputs.
- 3) Design - Research historical lessons learned/successes (SMEs, other localities/states, etc.).
- 4) Develop an Outreach Plan that activates regional, federal, state, local, and tribal stakeholders in support of interoperable communications
  - a. Identify strategies for stakeholder involvement
  - b. Submit for stakeholder/SME review/feedback/recommendations
  - c. Present revised drafts to the appropriate approval body(ies) for further review and approval
- 5) Implement approved approaches
- 6) Conduct both on-going and end result evaluations.

**Objectives:**

- 1) Develop a statewide Education and Outreach Plan in support of interoperable communications that describes the plan for encouraging collaboration and educating policy makers and practitioners.
- 2) Actively encourage and coordinate collaborative efforts to identify and address local, regional, tribal, and state barriers to advancing interoperability solutions and usage
- 3) Travel to regions where interoperable communications are needed and conduct group and one-on-one meetings to understand first hand the challenges facing public safety and service agencies/organizations in advancing interoperable communications, and support stakeholders as they address these challenges
- 4) Develop resources for interoperable communications to showcase success stories from across Arizona
- 5) Develop partnerships with agency public information officers, communication managers, regional communication centers and emergency managers.

**Performance Measures:**

- 1) Recruit, hire, and engage an Outreach Manager
- 2) Develop partnerships with agency public information officers, communication managers, regional communication centers and emergency managers
- 3) Finalize and publish a statewide Education and Outreach Plan.

**Critical Success Factors/Risks:**

- 1) Availability of resources (e.g., funding, staffing, equipment, etc.)
- 2) Cooperation of stakeholders into a statewide discussion process.

**Funding:**

- Federal
  - IECGP
  - NGA
  - OEC
- State
  - PSIC Office

**Outreach Plan:** See Sections 5.3 and 5.8.5.1.